

Picture This

The phrase “A picture is worth a thousand words” has been used countless times — because it’s true. With TechSmith software, any teacher can create stimulating visuals that help students learn. Using imagination and just a few clicks, teachers can quickly and easily show students the important concepts ... instead of just telling them. It makes a big difference. That’s why TechSmith gets rave reviews from teachers all over the country.



TechSmith provides several tools that enable greater learning:

Snagit — Teachers can capture any content they see on a computer screen. They can edit, combine images, add text and share. Snagit helps teachers create more dynamic presentations and visually explain what students need to know.

Camtasia Studio/Camtasia for Mac — Lessons can be pre-recorded and played back during a teacher’s absence. Instructors can demonstrate processes or ideas visually, or they can make a video for students to view before coming to class. Camtasia Studio and Camtasia for Mac both give instructors numerous easy-to-use tools to create engaging videos that help them teach.

Camtasia Relay — Educators can record a live lecture on their Mac or PC and make it into a reusable video or have it automatically published online. Students can view the recorded videos on their iPods, laptops and more — whenever they need to.

Jing — Add visual elements to lessons, both online and in the classroom. Provide video feedback to students when grading their work. Add a quick screenshot over the Web, IM or e-mail. Add narration. Capture images from the Web and copy them into handouts. Jing provides a variety of ways to share information, for both teachers and students — all for free.

Screencast.com — Create an online home for digital materials. Easily provide a link to your content and share with teachers, students and parents.

Morae — Conduct focus groups, usability tests and other research methods to see how effectively students are learning. Capture video, audio, on-screen activity and keyboard/mouse input. Analyze recordings and chart metrics.

TechSmith gives teachers a better way to reach students. And students get a fun, interesting way to learn. Adding visual content with TechSmith software brings an exciting new dimension to the educational experience — quickly and easily.



Create the engaging content students love. With TechSmith software — like Snagit and Camtasia Studio — educators can create anything from eye-grabbing images for presentations, to on-demand video lessons recorded straight from their computer screen. It’s easy to create engaging, visual content with TechSmith’s family of software solutions. See for yourself with a 30-day trial.

Find out more! Visit www.techsmith.com/edu.